

# The health literacy challenge:

*who needs to be reached and how?*

*Tobacco Prevention Session*

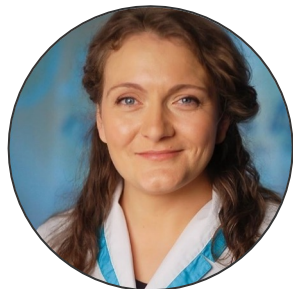


**LARYSA SUGAY**

**MAGDALENA CEDZYŃSKA**

# Let us present the Polish team

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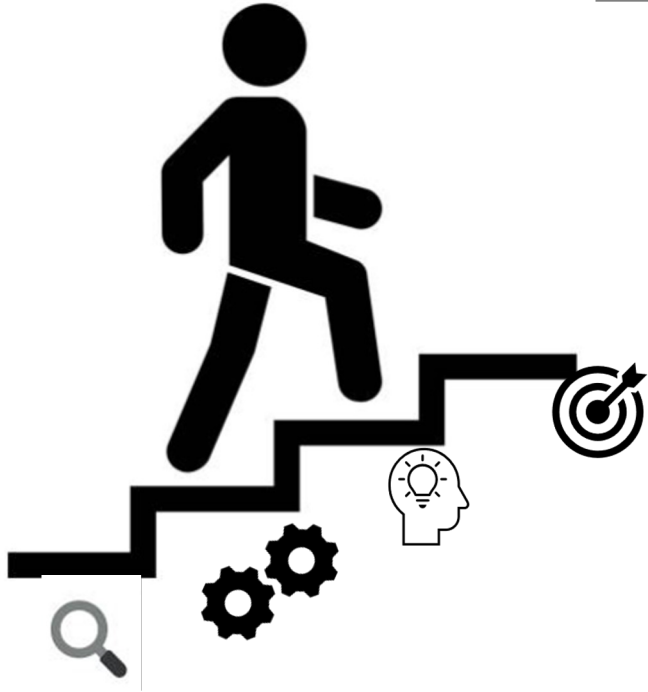
NARODOWY  
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BADAWCZY



Maria Skłodowska-Curie

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# Health literacy



Is the ability to assess, understand, appraise and use information about health and services needed to make appropriate decisions

# Health literacy

*is about quality, not quantity*

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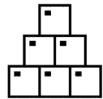
## A person with high HL



- has the sense of that health is worth the effort



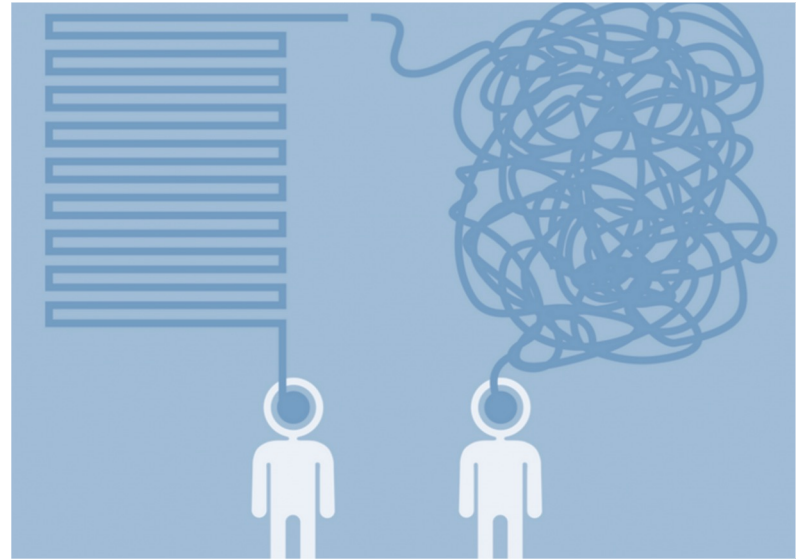
- is able to put health as a priority

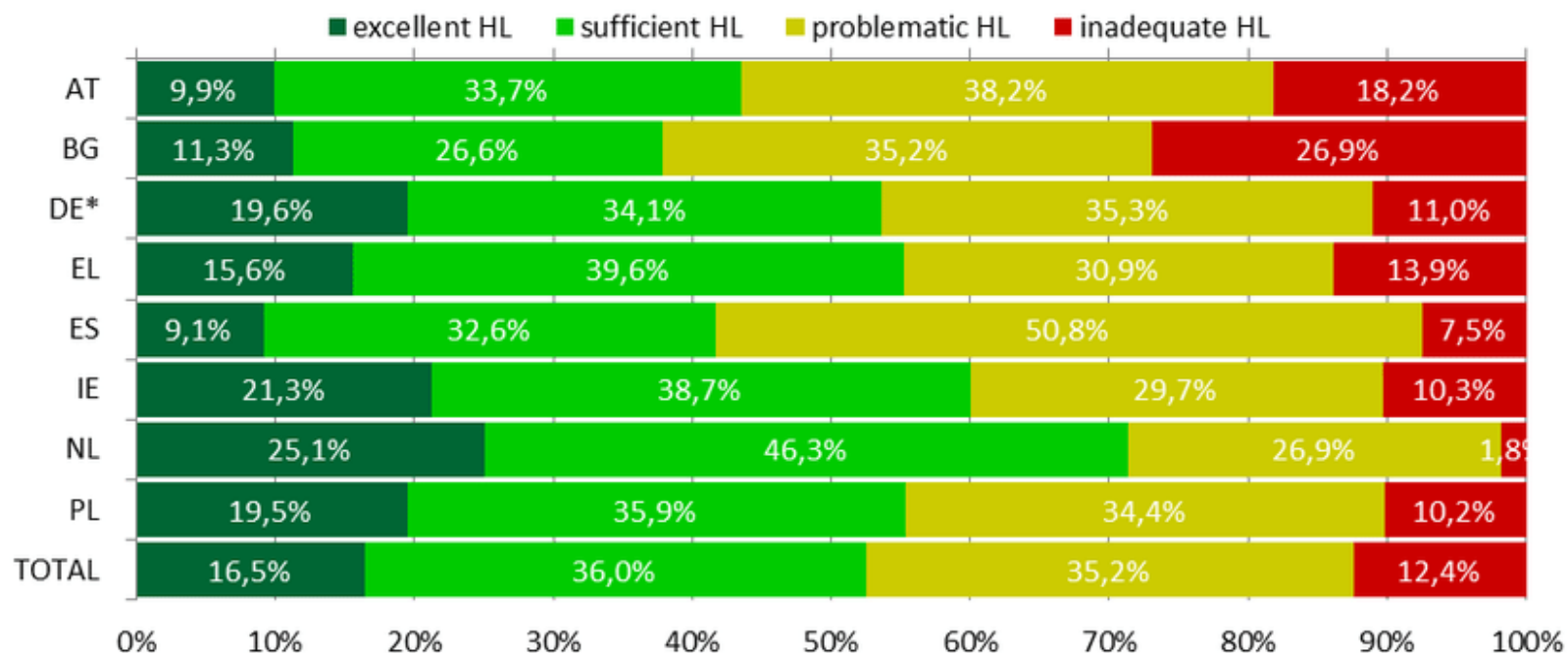


- has the energy and strength to engage



- is supported by family and community





**Results of the HLS-EU survey:** health literacy scores for Austria, Bulgaria, Germany (\* only by selected parts of the country), Greece, Spain, Ireland, the Netherlands and Poland, also combined in a total score (source: Health Literacy Center Europe, published on Nov 04 2015, downloaded on Mai 30 2022 from <http://healthliteracycentre.eu/low-health-literacy-in-europe/>)

# 1 obstacle is DEFINING the term Health Literacy

There is no direct  
translation into Polish  
for the term  
HEALTH LITERACY



Health Literacy

*(pol. alfabetyzacja zdrowotna)*

Health Reading

*(pol. odczytywanie zdrowia)*



Functional Health  
Knowledge

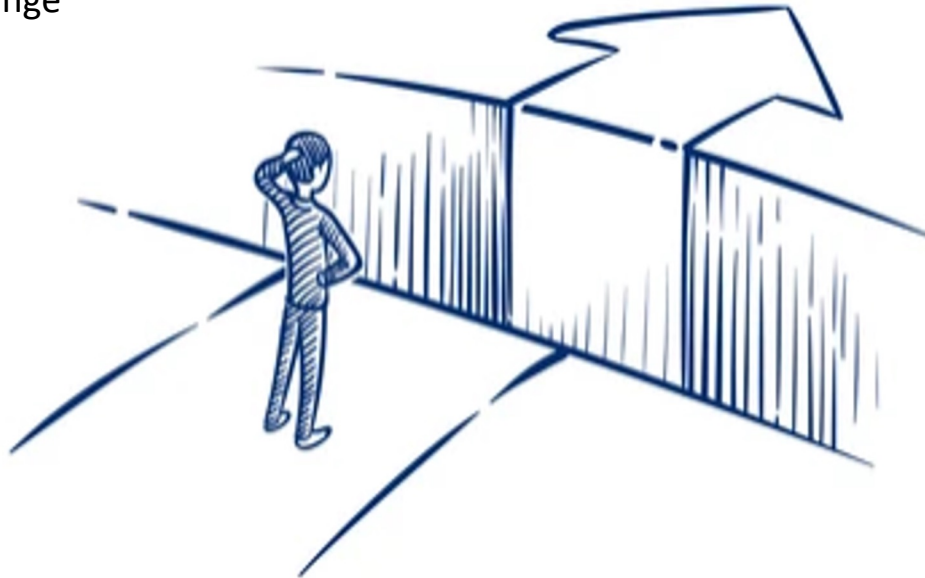
*(pol. funkcjonalna wiedza zdrowotna)*

Health  
Competences

*(pol. kompetencje zdrowotne)*

## We use public communication campaigns to:

- improve awareness, knowledge, and understanding of the health issue
- to influence individual behaviour,
- build support, and contribute to policy and social change



2016-2017

**MELANŻ**  
OCZEKIWANIA  
VS. RZECZYWISTOŚĆ



2018-2019

**Crookedly entered –  
change the settings**

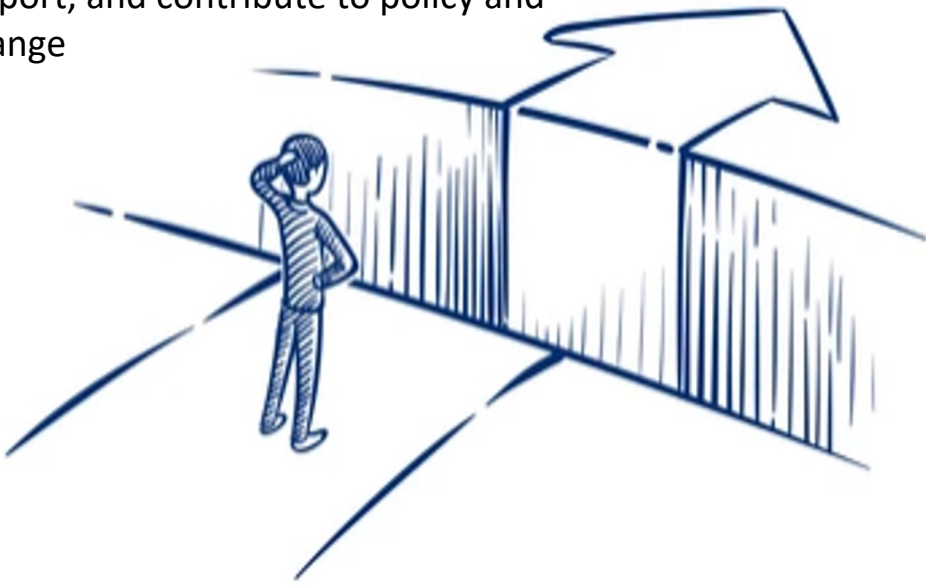


2020 #STOPFEJKFRIENDS



## We use public communication campaigns to:

- improve awareness, knowledge, and understanding of the health issue
- to influence individual behaviour,
- build support, and contribute to policy and social change



**ALTHOUGH**

2

obstacle is  
**INSUFFICIENT**  
level of:

Cooperation

Systematicity of actions  
taken

Longevity

Effectiveness  
assessment

Efficiency assessment

Limited research





3

obstacle is  
**DISPROPORTIONATE**  
efforts and resources

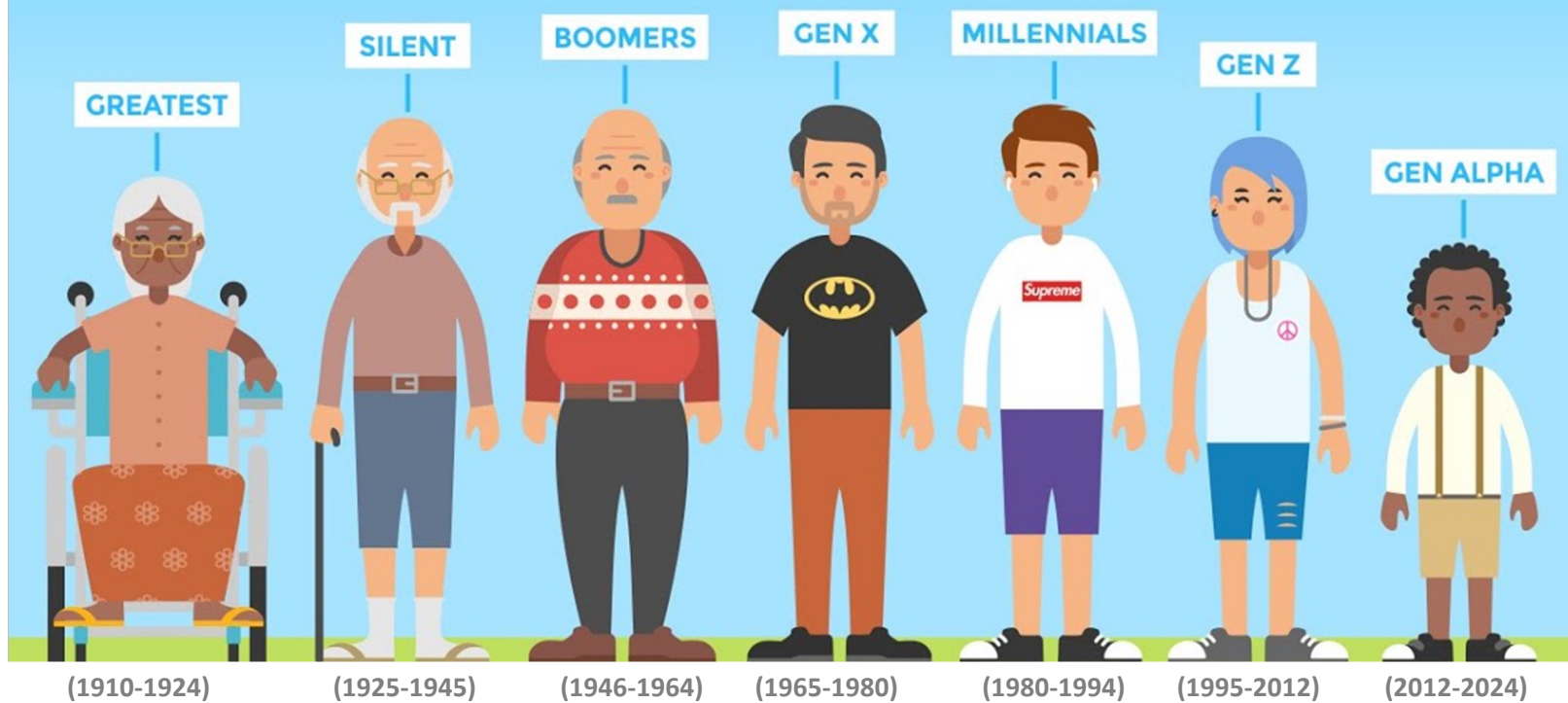
between

**INPUT-OUTPUT**

### Health Literacy Concept:

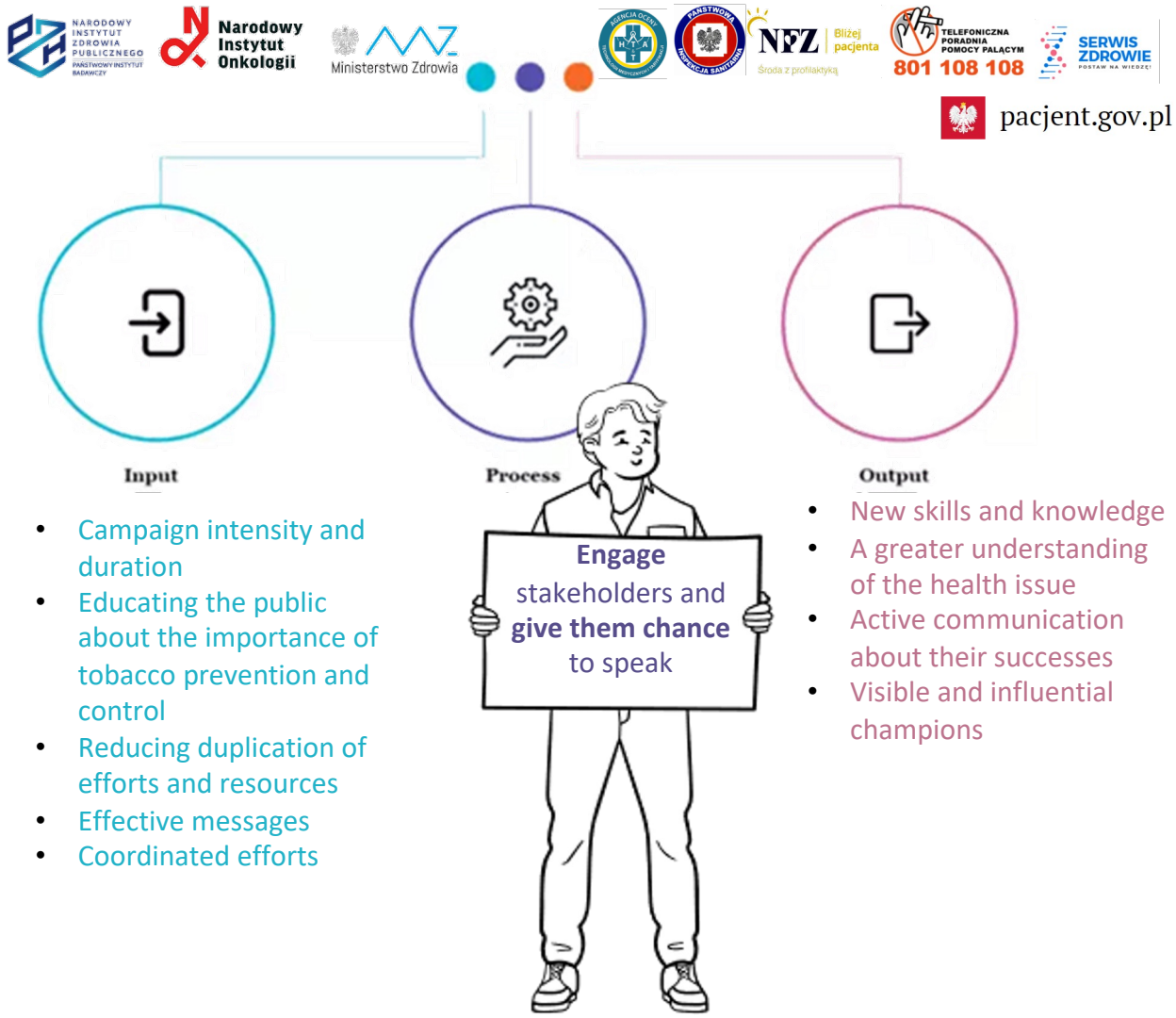
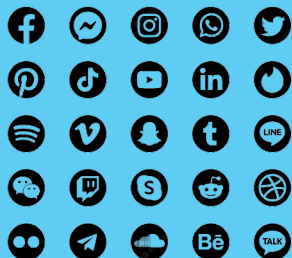
gaining knowledge, skills, motivation and level of self-awareness by a person, which translate into their autonomy, independence, strengthening, so that they can cope with health and its determinants





**Positive Public Communication Campaigns  
addressing needs according to the GENERATION type**

- Why do you want to communicate?
- Who do you want to communicate with?
- What do you want to communicate?
- How do you want to communicate it?
- What channels will you use for communication?

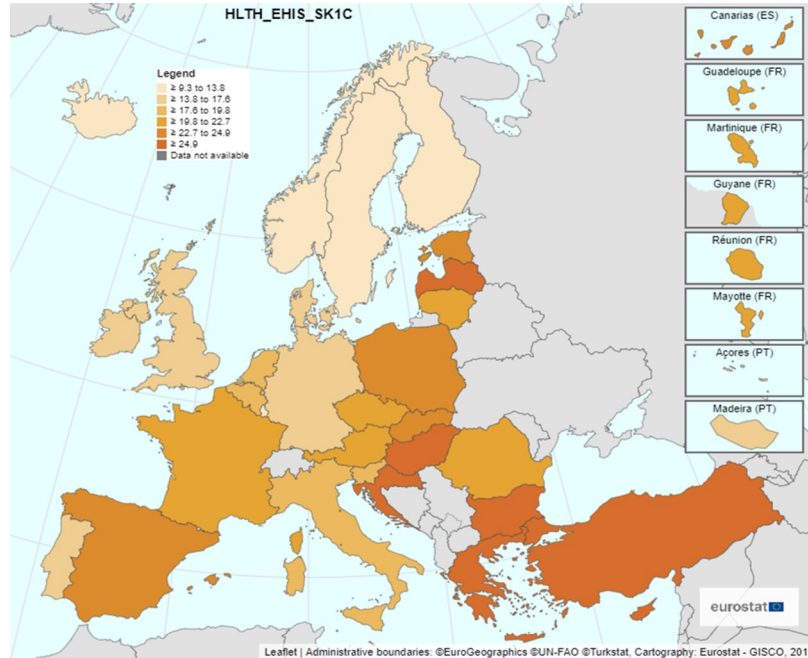




# Who should be reached?

# Smoking prevalence in Poland

historically the highest smoking prevalence and lung cancer level



26%

32%

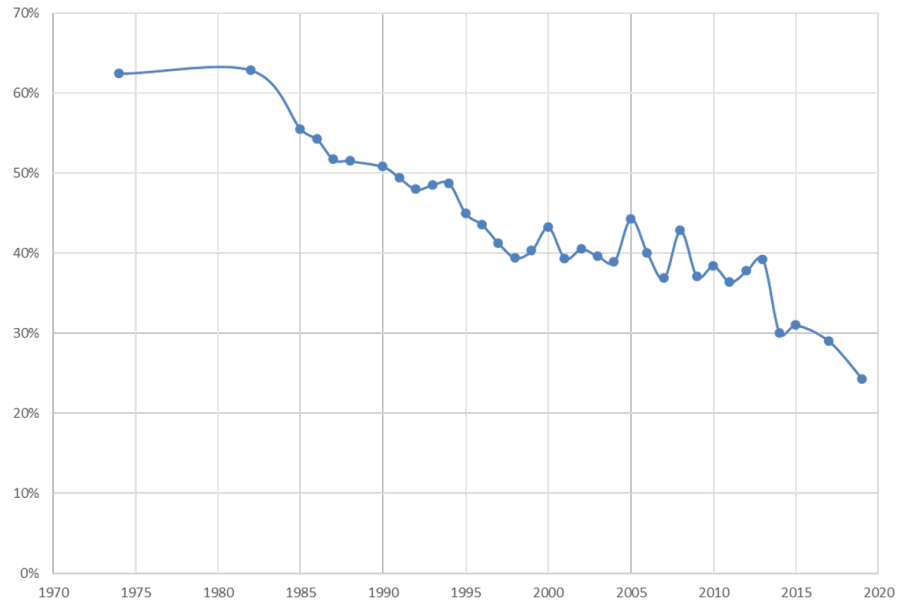


20%

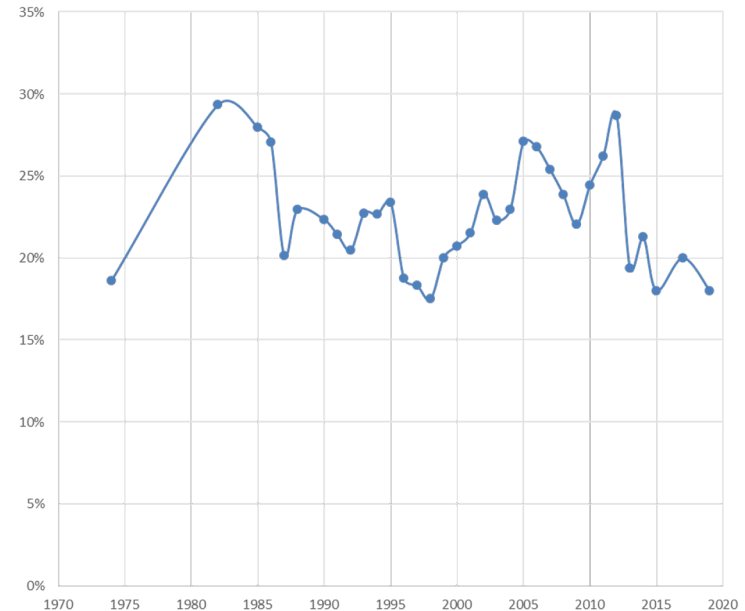


# Smoking prevalence in Poland, men and women, 1974-2019

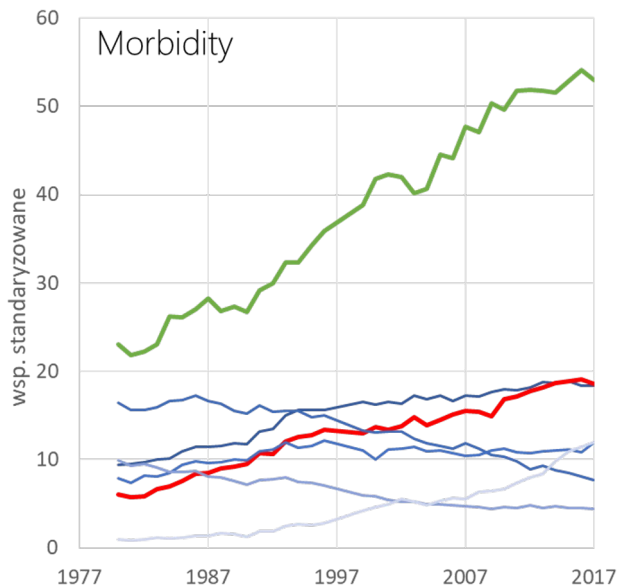
decrease in smoking prevalence among men



stable prevalence in **women**

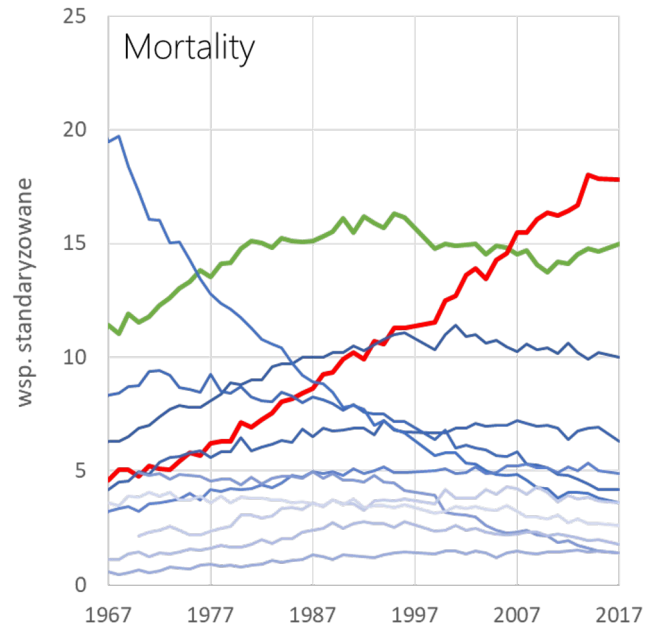


# Cancer morbidity and mortality, women, 1980-2017



— Pierś — Jelito grube — Płuco  
 — Szyjka macicy — Jajnik — Żołądek  
 — Tarczycza

Lung cancer - killer no. 1



— Pierś — Płuco  
 — Jelito grube — Jajnik  
 — Szyjka macicy — Żołądek  
 — Trzustka — Pęcherzyk żółciowy  
 — Czerniak — Nerka  
 — Mózg — Białaczki



# Teenagers

While at the age of 11 and 15, the attempts to smoke were more often undertaken by boys than girls, at the age of 15 the situation is **unfavorable among girls** (40.2%) than boys (37.8%).

**Girls** of this age (19.2%) more often than boys (14.6%) declare that they smoked tobacco in their lifetime for more than 10 days.

*Source: HBSC 2020*





# Vulnerable groups in Poland

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- **women**
- **girls**
- **psychiatric patients**
- **HIV patients**
- **new problem - refugees?**

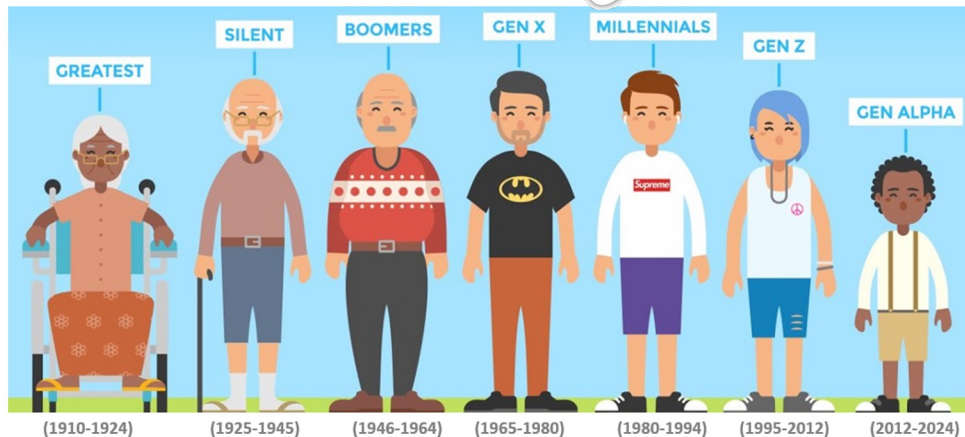


# Approaches – how the target population should be reached?

😊 Health Literacy is about quality, not quantity

- Traditional advertising such as television, leaflets, and radio
- Digital advertising, such as streaming and online video
- Social media (to engage the audience – quests, challenges)
- Influencers (to share authentic and relatable messages)
- Local events (thematic, occasional, for youth, music, dance)
- Interactive websites with games, quizzes, and contests
- Peer-education, focus-groups with stakeholders, family-addressed
- Time for proceeding the information

*"I know what to say, but don't know how..."*



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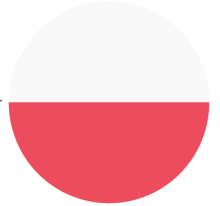
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*Tobacco Prevention Session*

# Thank you!!!

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# Dziękujemy !!!



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